



**SFMTA**  
Municipal  
Transportation  
Agency

# Muni Vehicle Decal Design Standards

OCSC  
August 11, 2015

# Agenda

- Project Background
- Before & After Renderings
- Next Steps
- Questions

# Background



# Objective

Create a stronger customer experience.

Unify & clarify rider information for all passengers across Muni vehicles.

# Outreach Performed

- Transit, Ops, POP
- Accessibility, MAAC
- Safety
- City Attorney
- Operator Union Rep
- Walk-through of vehicle with draft decals
- ~2,400 survey responses from online platform
- Survey sent to CAC
- Survey sent to Youth groups
- Senior Disability Action meeting

# Feedback

Positive response to decal package designs and universal design approach

- Use pictograms instead of words
- Pictogram colors & shapes relate to behavior

# Exterior Decal Placement Rendering



# Decal Revision: Fare Decal

## FARES

Exact fare required / Keep proof of payment

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<b>Adult</b>	<b>\$2.25</b>
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<b>Discount</b>	<b>\$1.00</b>
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Senior 65+  
Disabled  
Medicare  
Youth 5 – 17

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<b>Children under 5</b>	<b>Free</b>
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**Priority  
Boarding**

# BEFORE



# AFTER



# Decal Revisions: Farebox

## FARES

**Exact fare required / Keep proof of payment**

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Thank you for riding Muni.



**Assault on a Muni driver is punishable by up to 5 years in state prison.**

# Decal Placement: Bulkhead

BEFORE



AFTER



# Decal Placement: Entryway wall

BEFORE



AFTER



# Decal Placement: Behind Driver

BEFORE



AFTER



# Decal Revisions: General information panel

## MUNI INFO

For Muni route, schedule, fare and accessible services information anytime:  
Visit [www.sfmta.com](http://www.sfmta.com) or contact **311**

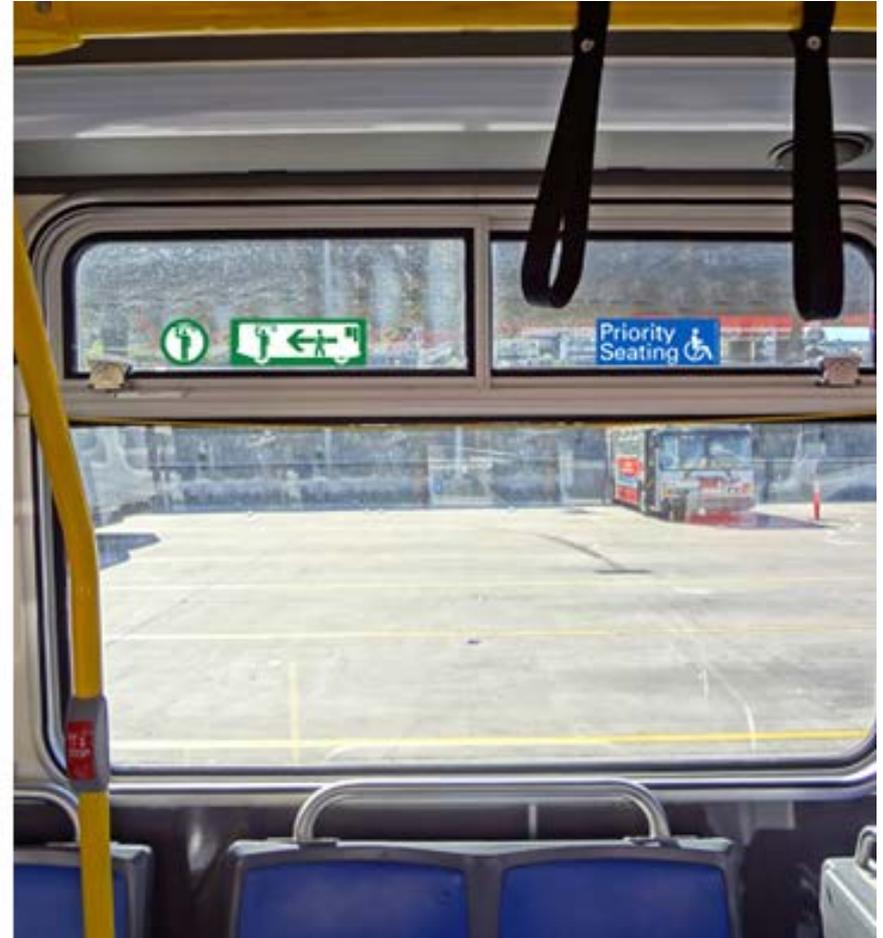
**311 Free language assistance** / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Libreng tulong para sa wikang Tagalog / การช่วยเหลือทางด้านภาษาโดยไม่เสียค่าใช้จ่าย

Thank you for riding Muni.

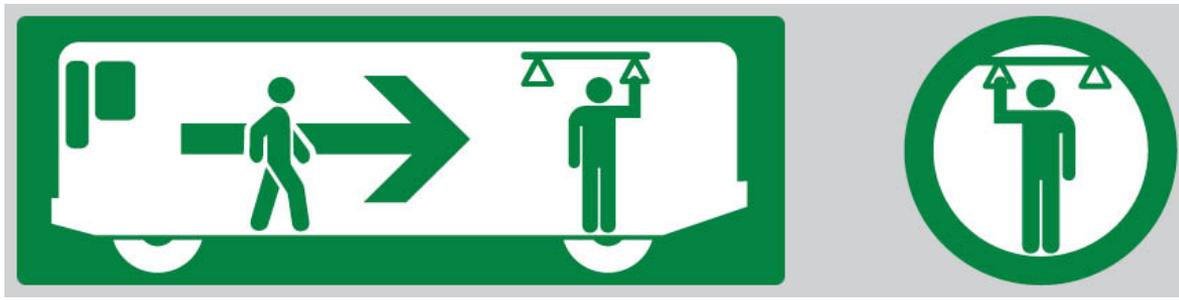




# Decal Placement: Windows



# Decal Revisions: Priority Seating, Secure Priority Seating & Move Back/Hold On



# BEFORE



# AFTER



BEFORE



AFTER



Decal Revisions:  
Don't Lean on Door, Hold On, Stand Behind Yellow Line,  
No Smoking/Eating/Drinking, CCTV





# LRV RENDERING



# LRV RENDERING



# LRV RENDERING



- September 2015 decals delivered from Borden
- New vehicles delivered with the decals already installed
- Remaining vehicles updated during routine maintenance